Tourist Reception Centre Survey

Fall/Winter, 1982/1983

Project #79-093
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Tourist Reception Centre

Survey Summary Results

Fall/Winter 1982/1983
(October-March)

TABLE I. Total Number of Visitor Registration Forms Received During April-September,

Months	Winnipeg (Core Area)	Falcon Lake	Emerson	Boissevain	Man/Sask Boundary	Total
October	635					
November	676					
December	919					
January	831					
February	579					
March	457					
TOTAL	4,097					

TABLE II. Origin/Length of Stay in Manitoba;

October-March

	Number of Nights in Manitoba						
Country	None	1-3 (wknd)	4-7 (1 week)	8-14 (2 weeks)	15-21 3 (weeks)	22+ Longer	Total
Canada	3.6	36.2	37.6	14.1	4.1	4.4	100.0%
U.S.A.	6.2	53.8	25.2	9.5	0.5	4.8	100.0%
Foreign	3.1	38.3	20.3	13.7	7.9	16.7	100.0%
TOTAL	4.1	41.1	29.9	12.8	4.2	7.8	100.0%

TABLE 3 **Percent Origin of Non-Resident Visitors Registering at Visitor Reception Centres Within Manitoba** (October-March 1982-1983)

Origin	Percent Non-Resident Visitors *				
	South	East	West	Winnipeg	Total
Canada Total:				48.3	48.3
Newfoundland				0.3	0.3
Prince Edward Island				0.4	0.4
Nova Scotia				1.3	1.3
New Brunswick				1.1	1.1
Atlantic Provinces:				3.3	3.3
Quebec				5.6	5.6
N.W. Ontario				1.5	1.5
Other Ontario				19.4	19.4
Central Province				26.5	26.5
Eastern Canada:				29.8	29.8
Saskatchewan				4.6	4.6
Alberta				6.7	6.7
Prairie Provinces:				11.3	11.3
British Columbia				7.0	7.0
Yukon and N.W.T.				0.2	0.2
Western Canada:				18.5	18.5
United States Total:				25.5	25.5
Maine				0.1	0.1
New Hampshire				0.0	0.0
Vermont				0.0	0.0
Massachusetts				0.6	0.6
Rhode Island				0.0	0.0
Connecticut				0.1	0.1
New England:				0.8	0.8
New York				1.3	1.3
New Jersey				0.1	0.1
Pennsylvania				0.1	0.1
Middle Atlantic:				1.6	1.6
Ohio				0.0	0.0
Indiana				0.1	0.1
Illinois				0.9	0.9
Michigan				0.3	0.3
Wisconsin				0.8	0.8
East North-Central:				2.1	2.1
Minnesota				7.4	7.4
Iowa				0.6	0.6
Missouri				0.0	0.0
North Dakota				4.5	4.5
South Dakota				0.6	0.6

Table 3 Continued

Origin	South	East	West	Winnipeg	Total
				Percent Non-Resident Visitors*	
Nebraska				0.4	0.4
Kansas				0.1	0.1
West North-Central:				13.6	13.6
Delaware				0.0	0.0
Maryland				0.3	0.3
District of Columbia				0.0	0.0
Virginia				0.6	0.6
West Virgina				0.1	0.1
North Carolina				0.0	0.0
South Carolina				0.1	0.1
Georgia				0.0	0.0
Florida				0.6	0.6
South Atlantic:				1.7	1.7
Kentucky				0.0	0.0
Tennessee				0.0	0.0
Alabama				0.2	0.2
Mississippi				0.0	0.0
East South-Central:				0.2	0.2
Arkansas				0.1	0.1
Louisiana				0.1	0.1
Oklahoma				0.0	0.0
Texas				0.8	0.8
West South-Central:				1.0	1.0
Montana				0.1	0.1
Idaho				0.0	0.0
Wyoming				0.1	0.1
Arizona				0.2	0.2
Utah				0.1	0.1
Colorado				0.4	0.4
Nevada				0.0	0.0
New Mexico				0.0	0.0
Mountain:				1.0	1.0
Washington				1.2	1.2
Oregon				0.1	0.1
California				2.1	2.1
Alaska				0.0	0.0
Hawaii				0.0	0.0
Pacific				3.5	3.5
Great Britain				5.9	5.9
Europe				11.9	11.8
Other				8.5	8.5
Foreign Total				26.3	26.3
TOTAL:				100.0%	100.0%

* May not equal 100.0% due to rounding of figures.

Table 4 **Percentage - Origin/Accommodation**

(For Those Remaining One or More Nights)

October-March, 1982-1983

Country	Hotel/ Motel	Camping	Friends/ Relatives	Other	Multiple	Total
Canada	39.1%	3.0%	47.0%	8.6%	2.3	100.0%
U.S.A.	67.0%	3.6%	19.8%	7.1%	2.5	100.0 %
Foreign	15.1%	2.3%	50.9%	30.7%	0.9	100.0 %
TOTAL	39.5%	3.0%	41.4%	14.2%	2.0	100.0 %

Table 5 Main Purpose of Visitors Registering at Manitoba Visitor Reception Centres, October-March, 1982-1983

Origin	Special Event/ Festivals	General Fishing Trip	Northern Fishing Trip	Sightseeing: Rural Areas	Sightseeing: Visiting Winnipeg
Canada	10.1	0.2	0.0	4.5	45.6
Newfoundland	33.3	0.0	0.0	0.0	66.7
Prince Edward Island	0.0	0.0	0.0	0.0	0.0
Nova Scotia	9.1	0.0	0.0	0.0	27.3
New Brunswick	30.0	0.0	0.0	0.0	30.0
Atlantic Provinces:	17.9	0.0	0.0	0.0	28.6
Quebec	10.0	0.0	0.0	6.0	56.0
N.W. Ontario	0.0	0.0	0.0	7.1	64.3
Other Ontario	9.4	0.6	0.0	4.7	42.1
Central Provinces	8.9	0.4	0.0	5.1	46.4
Eastern Canada:	9.9	0.4	0.0	4.6	44.5
Saskatchewan	17.5	0.0	0.0	2.5	42.5
Alberta	5.1	0.0	0.0	5.1	45.8
Prairie Provinces:	10.1	0.0	0.0	4.0	44.4
British Columbia	11.5	0.0	0.0	4.9	50.8
Yukon and N.W.T.	0.0	0.0	0.0	0.0	100.0
Western Canada:	10.5	0.0	0.0	4.3	47.5
United States:	6.2	0.4	0.0	5.7	77.5
New England:	0.0	0.0	0.0	6.7	66.7
Middle Atlantic:	0.0	0.0	0.0	23.1	61.5
Ohio	0.0	0.0	0.0	0.0	0.0
Indiana	0.0	0.0	0.0	0.0	100.0
Illinois	0.0	0.0	0.0	0.0	50.0
Michigan	0.0	0.0	0.0	33.3	33.3
Wisconsin	0.0	0.0	0.0	25.0	100.0
East North-Central	0.0	0.0	0.0	15.0	70.0
Minnesota	6.0	0.0	0.0	3.0	85.1
Iowa	0.0	0.0	0.0	0.0	100.0
Missouri	0.0	0.0	0.0	0.0	0.0
North Dakota	7.5	0.0	0.0	0.0	82.5
South Dakota	20.0	0.0	0.0	0.0	100.0
Nebraska	25.0	0.0	0.0	0.0	75.0
Kansas	0.0	0.0	0.0	100.0	100.0
West North-Central	7.4	0.0	0.0	2.5	85.2
South Atlantic:	6.7	0.0	0.0	0.0	46.7
East South-Central:	0.0	0.0	0.0	0.0	50.0
West South-Central	22.2	11.1	0.0	11.1	88.9

Table 5 Continued

Origin	Special Event/ Festivals	General Fishing Trip	Northern Fishing Trip	Sightseeing: Rural Areas	Sightseeing: Visiting Winnipeg
Mountain:	11.1	0.0	0.0	0.0	44.4
Pacific:	3.2	0.0	0.0	6.5	83.9
Great Britain	0.0	0.0	0.0	7.5	84.9
Europe	2.8	0.0	0.9	11.3	76.4
Other	3.9	0.0	0.0	7.9	80.3
Total Foreign:	2.6	0.0	0.4	9.4	79.6
Grand Total:*	7.1	0.2	0.1	6.1	62.8

* Does not include "Manitoba" or "missing" categories.

Table 5 Continued: Activities While in Manitoba of Visitors Registering at Manitoba Visitor Reception Centres, October-March, 1982-1983

Origin	Visiting Friends/ Relatives	Outdoor Recreation	Shopping Trip	Horse Races	Non-Pleasure Trip
Canada	45.6	0.9	1.4	0.0	27.5
Newfoundland	33.3	0.0	0.0	0.0	0.0
Prince Edward Island	25.0	0.0	0.0	0.0	75.0
Nova Scotia	81.8	0.0	9.1	0.0	9.1
New Brunswick	50.0	0.0	0.0	0.0	20.0
Atlantic Provinces:	57.1	0.0	3.6	0.0	21.4
Quebec	28.0	0.0	0.0	0.0	38.0
N.W. Ontario	64.3	0.0	7.1	0.0	7.1
Other Ontario	41.5	1.2	1.2	0.0	32.7
Central Provinces	40.0	0.9	1.3	0.0	32.3
Eastern Canada:	41.8	0.8	1.5	0.0	31.2
Saskatchewan	47.5	0.0	2.5	0.0	22.5
Alberta	57.6	0.0	1.7	0.0	23.7
Prairie Provinces:	53.5	0.0	2.0	0.0	0.0
British Columbia	49.2	3.3	0.0	0.0	19.7
Yukon and N.W.T.	50.0	0.0	0.0	0.0	0.0
Western Canada:	51.9	1.2	1.2	0.0	21.6
United States:	18.5	0.9	8.8	2.6	9.7
New England:	0.0	0.0	0.0	0.0	16.7
Middle Atlantic:	7.7	0.0	0.0	0.0	30.8
Ohio	0.0	0.0	0.0	0.0	0.0
Indiana	0.0	0.0	0.0	0.0	100.0
Illinois	75.0	0.0	0.0	0.0	25.0
Michigan	0.0	0.0	0.0	0.0	33.3
Wisconsin	12.5	0.0	0.0	0.0	0.0
East North-Central	35.0	0.0	0.0	0.0	20.0
Minnesota	13.4	3.0	14.9	4.5	1.5
Iowa	20.0	0.0	0.0	0.0	0.0
Missouri	0.0	0.0	0.0	0.0	0.0
North Dakota	7.5	0.0	17.5	2.5	7.5
South Dakota	0.0	0.0	20.0	20.0	0.0
Nebraska	0.0	0.0	0.0	0.0	0.0
Kansas	100.0	0.0	0.0	0.0	0.0
West North-Central	11.5	1.6	14.8	4.1	3.3
South Atlantic:	20.0	0.0	0.0	0.0	40.0
East South-Central:	50.0	0.0	0.0	0.0	0.0
West South-Central	11.1	0.0	11.1	0.0	0.0

Table 5 Continued: Activities While in Manitoba of Visitors Registering at Manitoba Visitor Reception Centres, October-March, 1982-1983

Origin	Visiting Friends/ Relatives	Outdoor Recreation	Shopping Trip	Horse Races	Non-Pleasure Trip
Mountain:	33.3	0.0	0.0	0.0	22.2
Pacific:	38.7	0.0	3.2	3.2	3.2
Great Britain	62.3	0.0	0.0	0.0	7.5
Europe	43.4	1.9	0.0	0.0	9.4
Other	47.4	0.0	0.0	0.0	6.6
Total Foreign:	48.9	0.9	0.0	0.0	8.1
Grand Total:*	39.6	0.9	2.9	0.7	17.8

* Does not include "Manitoba" or "missing" categories.

TABLE 6 Average Length of Stay in Manitoba by Origin (For all Overnight Visitors and for Those Whose Destination is Winnipeg or Manitoba) (October-March, 1982-1983)

ORIGIN:	Average Length of Stay (Nights)	
	All Overnight Visitors	Visitors Destined for Winnipeg or Manitoba
Canada	7.96	8.96
Newfoundland	9.67	13.00
Prince Edward Island	20.25	20.25
Nova Scotia	12.09	13.10
New Brunswick	10.50	5.83
Atlantic Provinces:	12.43	12.41
Quebec	10.02	11.75
Northwestern Ontario	4.00	4.00
Other Ontario	6.96	7.92
Central Provinces:	7.43	8.40
Eastern Provinces:	8.00	8.84
Saskatchewan	6.27	7.07
Alberta	6.49	7.48
Prairie Provinces:	6.40	7.31
British Columbia	10.38	12.17
Yukon and N.W.T.:	4.00	4.00
Western Canada:	7.90	9.16
United States:	6.84	7.94
New England:	25.50	49.00
Middle Atlantic:	3.82	5.20
Ohio	0.00	0.00
Indiana	4.00	4.00
Illinois	6.50	7.80
Michigan	4.00	7.00
Wisconsin	5.50	5.50
East North Central:	5.73	6.55
Minnesota	4.23	4.36
Iowa	2.40	3.00
Missouri	0.00	0.00
North Dakota	3.19	3.19
South Dakota	2.40	2.40
Nebraska	4.75	6.00
Kansas	5.00	5.00
West North-Central:	3.78	3.92
South Atlantic:	8.23	10.67
East South-Central:	8.00	14.00
West South-Central:	20.33	24.00
Mountain:	18.11	25.33
Pacific:	10.67	17.71
Great Britain	13.13	21.83
Europe	16.91	35.29
Other	10.63	24.94
Foreign Total:	14.02	28.73
Grand Total:	9.34	11.34

TABLE 7 ORIGIN OF VISITORS REGISTERING AT RECEPTION CENTRES (FOR ALL OVERNIGHT VISITORS AND FOR THOSE WHOSE DESTINATION IS WINNIPEG OR MANITOBA)

ORIGIN:	ORIGIN OF VISITORS (PERCENTAGE OF TOTAL)	
	All Overnight Visitors *	Visitors Destined for Winnipeg or Manitoba *
Canada	47.9	57.6
Newfoundland	0.3	0.3
Prince Edward Island	0.4	0.7
Nova Scotia	1.3	1.7
New Brunswick	1.1	1.0
Atlantic Provinces:	3.2	3.8
Quebec	5.6	6.3
Northwestern Ontario	1.4	2.4
Other Ontario	19.3	23.4
Central Provinces:	26.3	31.9
Eastern Provinces:	29.5	35.8
Saskatchewan	4.6	5.9
Alberta	6.7	7.7
Prairie Provinces:	11.3	13.6
British Columbia	6.9	8.0
Yukon and N.W.T.:	0.2	0.2
Western Canada:	18.4	21.8
United States:	25.9	29.5
New England:	0.8	0.5
Middle Atlantic:	1.6	0.9
Ohio	0.1	0.3
Indiana	0.9	0.2
Illinois	0.3	0.9
Michigan	0.8	0.2
Wisconsin		0.9
East North Central:	2.1	2.1
Minnesota	7.4	10.8
Iowa	0.6	0.3
Missouri	0.0	0.0
North Dakota	4.5	7.0
South Dakota	0.6	0.9
Nebraska	0.4	0.5
Kansas	0.1	0.2
West North-Central:	13.5	19.7
South Atlantic:	1.7	1.6
East South-Central:	0.2	0.2
West South-Central:	1.0	0.9
Mountain:	1.0	1.0
Pacific:	3.5	2.4
Great Britain	5.9	4.0
Europe	11.8	5.9
Other	8.5	3.0
Foreign Total:	26.2	12.9
Grand Total:	100.0	100.0

* May not total due to Rounding.